

Rep Order# 6830030 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 06/27/2012 9:37 AM  
Last Received: 06/27/2012 6:56 AM  
Showing Buylines: All Lines

1 of 5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE  
Estimate# 30S  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR, JOHNSON, MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E //30S  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S WEEK 4 SC=\*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER. CHECK AND FORM TO BE SENT  
TO STATION. PLS ADVISE NA'S ASAP. PLS CNF. Mtar

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	NEWS	:30	\$50.00	10/09-10/12	4	1	4	\$200.00	
				Buyline Comment: NEWS								
	2	M	430A-459A	NEWS	:30	\$50.00	10/15-10/15	1	1	1	\$50.00	
				Buyline Comment: NEWS								
	3	M	5A-6A	NEWS	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	4	TU-F	5A-6A	NEWS	:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
				Buyline Comment: NEWS								
	5	TU-F	6A-7A	NEWS	:30	\$300.00	10/09-10/12	8	1	8	\$2,400.00	
				Buyline Comment: NEWS								
	6	M	6A-7A	NEWS	:30	\$300.00	10/15-10/15	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	7	M	7A-9A	NEWS	:30	\$400.00	10/15-10/15	3	1	3	\$1,200.00	
				Buyline Comment: TODAY								
	8	TU-F	7A-9A	NEWS	:30	\$400.00	10/09-10/12	12	1	12	\$4,800.00	
				Buyline Comment: TODAY								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU-F	12P-1230P	NEWS	:30	\$175.00	10/09-10/12	4	1	4	\$700.00	
		Buyline Comment: NEWS										
	10	M	12P-1230P	NEWS	:30	\$175.00	10/15-10/15	1	1	1	\$175.00	
		Buyline Comment: NEWS										
	11	M	9A-10A	TODAY 2	:30	\$175.00	10/15-10/15	1	1	1	\$175.00	
		Buyline Comment: TODAY 2										
	12	TU-F	9A-10A	TODAY 2	:30	\$175.00	10/09-10/12	4	1	4	\$700.00	
		Buyline Comment: TODAY 2										
	13	TU-F	3P-4P	PHIL	:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
		Buyline Comment: PHIL										
	14	M	3P-4P	PHIL	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
		Buyline Comment: PHIL										
	15	M	430P-5P	NEWS	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
		Buyline Comment: NEWS										
	16	TU-F	430P-5P	NEWS	:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
		Buyline Comment: NEWS										
	17	TU-F	4P-430P	NEWS	:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
		Buyline Comment: NEWS										
	18	M	4P-430P	NEWS	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
		Buyline Comment: NEWS										
	19	M	5P-630P	NEWS	:30	\$450.00	10/15-10/15	2	1	2	\$900.00	
		Buyline Comment: NEWS										

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	20	TU-F	5P-630P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/09-10/12	8	1	8	\$3,600.00	
	21	TU-F	730P-8P	FACE Buyline Comment: FACE	:30	\$225.00	10/09-10/12	4	1	4	\$900.00	
	22	M	730P-8P	FACE Buyline Comment: FACE	:30	\$225.00	10/15-10/15	1	1	1	\$225.00	
	23	SA	730P-8P	VEGAS INC Buyline Comment: VEGAS INC	:30	\$150.00	10/13-10/13	1	1	1	\$150.00	
	24	M	630P-730P	WHEEL Buyline Comment: JEP/WHEEL	:30	\$400.00	10/15-10/15	2	1	2	\$800.00	
	25	TU-F	630P-730P	WHEEL Buyline Comment: JEP/WHEEL	:30	\$400.00	10/09-10/12	8	1	8	\$3,200.00	
	26	SA	630P-730P	WHEEL Buyline Comment: JEP/WHEEL	:30	\$250.00	10/13-10/13	2	1	2	\$500.00	
	27	SU	830P-930P	NEWS AFTER NFL IN PRIME Buyline Comment: NEWS AFTER NFL IN PRIME	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	
	28	F	9P-10P	GRIMM Buyline Comment: GRIMM	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
	29	F	8P-9P	WHIT/COMM Buyline Comment: WHIT/COMM	:30	\$750.00	10/12-10/12	1	1	1	\$750.00	
	30	W	9P-10P	SVU Buyline Comment: SVU	:30	\$1,700.00	10/10-10/10	1	1	1	\$1,700.00	



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42	SU		7A-8A		:30	\$350.00	10/14-10/14	2	1	2	\$700.00	
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Buyline Comment: SUN TODAY

43	SA		1130P-1A		:30	\$550.00	10/13-10/13	1	1	1	\$550.00	
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Buyline Comment: SNL

---REPORT TOTALS---

Report Totals: 123 / \$39,075.00

---SALES MONTHLY TOTALS---

Oct 12: 123 / \$39,075.00

Sales Totals: 123 / \$39,075.00

Station Totals: 123 / \$39,075.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$195,375

CATV	0%	KBLR	0%	KINC	0%	KLAS	32%	KSNV	20%
KTNV	21%	KTUD	0%	KVCW	1%	KVMY	1%	KVVU	25%
XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES

Books NOV12  
Demos RA35+